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MONRAD'S

WHOLESALE FLOWER BULBS

SPRING 1953

OLAF MONRAD BULB CO., INC.
900 Thomas Street - Phone ELiot 8797
Seattle 9, Washington

30 Years - Service & Quality

It is our earnest desire to supply our customers with quality bulbs, seeds and supplies.

Every attempt is made to give prompt service at all times - without sacrificing the quality of what we send for the sake of filling an order. Small or large, your order will receive our personal attention and the service and quality we have tried to give over these 30 years in business.

We would appreciate the chance to show you what we mean.

DON'T PUT OFF ORDERING YOUR SPRING BULBS AND SUPPLIES - DO IT TODAY!
OUR COMPLETE LIST FOLLOWS, AND AN ORDER BLANK IS ENCLOSED FOR
YOUR CONVENIENCE.

GLADIOLUS

Oregon-Washington Grown

	Per 1000	
	No. 1 <u>1½" up</u>	No. 2 <u>1¼"-1½"</u>
WHITE & CREAM		
GREEN LIGHT, milky white, chartreuse gloss	\$34.00	\$30.00
LADY JANE, golden throated cream	32.00	27.00
LEADING LADY, large, beautiful creamy white	32.00	27.00
MARGARET BEATON, white background, red blotch	32.00	27.00
SNOWPRINCESS, early large pure white	30.00	25.00
WHITE GOLD, large clear light cream	30.00	25.00
PINK & ROSE		
BURMA, giant, heavily ruffled deep rose	30.00	25.00
CHAMOUNY, medium size, true rose	32.00	27.00
CORONA, light rose-pink, cream throat	38.00	32.00
ETHEL CAVE COLE, large early light pink	30.00	25.00
GRETA GARBO, large beautiful pink	32.00	27.00
LIPSTICK, light pink with markings	32.00	27.00
MARGUERITE, giant watermelon pink	32.00	27.00
MISS WISCONSIN, beautiful rich rose pink	32.00	27.00
PANDORA, deep pink	32.00	27.00
ROSA VAN LIMA, large early light rose	30.00	25.00
SPIC & SPAN, large deep pink	36.00	30.00
YELLOW		
GOLDEN CHIMES, large light yellow	32.00	27.00
GOLDEN STATE, tall rich yellow	34.00	30.00
HARVEST MOON, large, medium-yellow	30.00	25.00
HOPMAN'S GLORY, good yellow	30.00	25.00
SPOTLIGHT, large clear yellow, red blotch	34.00	30.00
YELLOW EMPEROR, good deep yellow	30.00	25.00

GLADIOLUS - Continued

SALMON AND ORANGE

	Per 1000	
	No. 1 <u>1½" up</u>	No. 2 <u>1¼"-1½"</u>
ALADDIN, huge bright salmon	\$32.00	\$27.00
BARCOROLE, large clear orange	30.00	25.00
JEANIE, large light salmon, cream throat	30.00	25.00
LANTANA, light orange, golden throat	32.00	27.00
PICARDY, giant apricot-salmon	30.00	25.00

RED AND SMOKY

BEACON, large scarlet, cream throat	32.00	27.00
BLACK OPAL, large dark red	34.00	30.00
CAESAR, large light red	30.00	25.00
COMMANDER KOEHL, deep red	42.00	37.00
FIREFLY, medium size, scarlet	30.00	25.00
HIGH FINANCE, beautiful smoky-orange	32.00	27.00
HIS MEMORY, large rich red	38.00	34.00
RED CHARM, new crimson red	36.00	30.00
RED CHERRY, large light red	42.00	37.00
STOPLIGHT, large brilliant red	30.00	25.00
TIP TOP, giant scarlet	30.00	25.00
VALERIA, large ruffled light scarlet	30.00	25.00

BLUE, PURPLE AND LAVENDER

BLUE BEAUTY, large, best medium blue	32.00	27.00
ELIZABETH THE QUEEN, finest lavender	30.00	25.00
HUNTRESS, large new lavender	32.00	27.00
KING LEAR, large ruffled purple	32.00	27.00
LAVENDER & GOLD, pure lavender	30.00	25.00
LAVENDER PRINCE, deep rich lavender	34.00	30.00
MRS. MARKS MEMORY, large giant purple	34.00	30.00
PURPLE SUPREME, fine large purple	30.00	25.00
TAKINA, giant, light purple	30.00	25.00
MIXTURE, all colors	28.00	24.00

TUBEROUS ROOTED BEGONIAS

Best Quality California and Imported Tubers

TYPES

DOUBLE-CAMELIAFLOWERED	(Pink - Red - Rose - Crimson - Salmon - Yellow - Copper - White - Scarlet - Orange - Apricot)
SINGLE-FRILLED	(All colors except Crimson and Copper)
CARNATION	(Red - Pink - Salmon - Orange - White - Scarlet - Yellow - Rose)
PICOTEE	(5 - 6 colors available)
HANGING BASKET	(All colors except Crimson and Copper)
ROSEBUD	(Mixture of Rose Shades)

NOTE: Imported Belgium stock not available in Rosebud and Hanging Basket Types.

TUBEROUS ROOTED BEGONIAS - Continued

NOTE, Cont'd: We also wish to call to your attention the fact that we are now offering for the first time a large Exhibition Size ($2\frac{1}{2}$ " up) from the stock of California's largest grower.

	CALIFORNIA BEGONIA		BELGIUM BEGONIA	
	Per 1000	Per 100	Per 1000	Per 100
$1\frac{1}{4}$ - $1\frac{1}{2}$ "	\$ 80.00	\$ 9.00	\$ 50.00	\$ 6.00
$1\frac{1}{2}$ -2"	130.00	14.50	80.00	9.50
(BELGIUM CARNATION & PICOTEE, $1\frac{1}{2}$ -2")			110.00	12.50
2" up	170.00	18.50	130.00	14.50
$2\frac{1}{2}$ " up - Exhibition Size	225.00	25.00		

CERAMIC PLANTER WITH BEGONIA

Here is a new idea for increasing sales.....Large California Double Begonia bulb planted dry in $3\frac{1}{2}$ x $3\frac{1}{2}$ x $3\frac{1}{2}$ planters of Bamboo and Pine Tree designs. Attached drainage saucers. Ideal growing medium of peat moss and vermiculite. Cellophane wrapped, picture and growing instructions. An easy and attractive way for your customers to grow Begonias. Packed 24 Planters per shipping carton, 4 each of 6 Begonia colors. Cost: \$15.75 per carton. Retail: \$1.19 each.

G L O X I N I A

	CALIFORNIA GROWN		BELGIUM GROWN	
	Per 1000	Per 100	Per 1000	Per 100
$1\frac{1}{2}$ -2"	\$220.00	\$23.00	\$145.00	\$16.00
2" up	280.00	30.00	215.00	23.00

ETOILE DE FEU, brilliant scarlet
 EMPEROR FREDERICK, scarlet, white border
 BLANCHE DE MERU, white, rosy-red border
 PRINCE ALBERT, blue
 EMPEROR WILHELM, deep blue, bordered white

CANNA

2-5 Eye Division

	Per 1000	Per 100
HUNGARIA, bright pink, green foliage	\$ 70.00	\$ 7.50
KING HUMBERT, orange-red, bronze foliage		
PRESIDENT, red, green foliage		
RICHARD WALLACE, yellow, green foliage		
YELLOW HUMBERT, clear yellow, green foliage		

L I L I E S

	Size	Per 100	Per Case	Bulbs Per Case
LIL. AURATUM, gold-banded	9/10"	\$22.00	\$27.00	140
	8/9"	17.50	30.00	200
	7/9"	14.00	28.00	250
LIL. GIGANTEUM, pure white	7/8"	12.00	36.00	350
LIL. PLATYPHYLLUM, improved Auratum	9/10"	28.00	35.00	140
	8/9"	21.00	36.00	200
LIL. SPEC. ALBUM, large pure white	9/10"	55.00	74.00	140
LIL. SPEC. RUBRUM, beautiful rose	9/11"	26.00	30.00	125
	8/9"	19.00	34.00	200
	7/9"	15.00	30.00	250
LIL. REGALE, white, brown markings	9/10"	26.00	--	--
	8/9"	18.50	--	--
	7/8"	14.00	--	--

C A L L A

	Size	Per 100	Per 1000
AETHIOPICA, large pure white flower, tall	1 $\frac{1}{4}$ -1 $\frac{1}{2}$ "	\$ 6.50	\$ 60.00
	1 $\frac{1}{2}$ -1-3/4"	11.50	105.00
	1-3/4-2"	17.00	160.00
	2" up	22.00	200.00
ELLIOTIANA, golden yellow	1-3/4-2"	12.00	110.00
	2"-2 $\frac{1}{2}$ "	16.00	150.00
	2 $\frac{1}{2}$ -3"	29.00	280.00
REHMANNI SUPERBA, pink	1 $\frac{1}{4}$ -1 $\frac{1}{2}$ "	10.00	95.00
	1 $\frac{1}{2}$ -2"	14.00	130.00
	2-2 $\frac{1}{2}$ "	20.00	185.00

AMARYLLIS HYBRID

	Per 100
2 $\frac{1}{4}$ -2 $\frac{1}{2}$ "	\$22.00
2-3/4-3"	34.00
3" up	40.00

A N E M O N E S

	Per 1000			Per 100		
	Jumbo	No. 1	No. 2	Jumbo	No. 1	No. 2
MONARCH DE CAEN MIX	\$35.00	\$22.00	\$18.00	\$4.00	\$2.50	\$2.00
ST. BRIGID MIX	40.00	30.00	--	4.50	3.25	--
BLUE POPPY, blue	35.00	23.00	--	4.00	2.50	--
HIS EXCELLENCY, red	35.00	23.00	--	4.00	2.50	--
SYLPHIDE, pink	35.00	23.00	--	4.00	2.50	--
WHITE	35.00	23.00	--	4.00	2.50	--

CALADIUM

Fancy-Leaved

	Per 100
1 $\frac{1}{2}$ -2 $\frac{1}{2}$ "	\$ 25.00
2 $\frac{1}{2}$ -3 $\frac{1}{2}$ "	40.00

GALTONIA

Summer Hyacinth. Dainty Pure White, Bell-Shaped
Flowers. Stems 2-1/2 to 4 feet.

	Per 100	Per 1000
Blooming Size	\$ 4.50	\$ 40.00
Medium Size	5.50	50.00
Large Size	6.50	60.00

RANUNCULUS

	Per 100			Per 1000		
	7/8-1"	5/8-3/4"	1/2-5/8"	7/8-1"	5/8-3/4"	1/2-5/8"
MIXED COLORS	\$5.00	\$3.00	\$2.00	\$45.00	\$25.00	\$16.00
PINK	5.50	--	--	50.00	--	--
RED	5.50	--	--	50.00	--	--
YELLOW	5.50	--	--	50.00	--	--
WHITE	5.50	--	--	50.00	--	--

TIGRIDIA

(Mexican Tiger Flower)

	Per 100	Per 1000
MIXED COLORS, 3/4-1"	\$ 3.50	\$ 32.00
MIXED COLORS, 1" up	5.00	45.00

SEED

	100 Seed	1000 Seed
CYCLAMEN, "Asmussen" Strain		
BONFIRE, salmon scarlet	\$ 2.25	\$ 20.00
CHERRY RED	1.75	16.00
DARK RED	1.75	16.00
PEARL V. ZEHLENDORF, dark salmon pink	2.00	18.00
ROSE V. ZEHLENDORF, light salmon pink	2.00	18.00
ROCOCO, fringed mixture	2.00	18.00
WHITE, pure white	1.75	16.00
WHITE, with carmine eye	1.75	16.00

SEED - Continued

PANSY SEED	<u>1 oz.</u>	<u>1/2 oz.</u>	<u>1/4 oz.</u>	<u>1/8 oz.</u>
MONRAD'S "900", outstanding strain in size & color	\$15.00	\$3.00	\$4.50	\$2.50
ENGELMAN GIANT (Original)	15.00	8.00	4.50	2.50
ENGELMAN GIANT	10.00	6.00	3.50	2.00
SWISS GIANT (Mixed - Red - Yellow - Blue - Orange - White)	8.00	4.50	2.50	1.50

S U P P L I E S

CERAMIC PLANTERS

Attractive planters with attached drainage saucer. Hand-painted designs in color. Exclusive with us.

<u>Design</u>	<u>Size</u>	<u>Per Dz.</u>	<u>Per 24</u>
BAMBOO	3 $\frac{1}{2}$ x3 $\frac{1}{2}$ x3 $\frac{1}{2}$ "	\$5.60	\$10.60
PINE TREE	3 $\frac{1}{2}$ x3 $\frac{1}{2}$ x3 $\frac{1}{2}$ "	5.60	10.60
BAMBOO TREES	3 $\frac{1}{2}$ x3 $\frac{1}{2}$ x5 $\frac{1}{4}$ "	6.95	13.50

SOIL - PREP

The ideal soil conditioner, for indoor and outdoor use. Our own specially prepared peat moss containing charcoal. Packed in eye catching, three color poly-ethilene bag. Today's best buy in this type of product.

<u>Size Bag</u>	<u>Packed</u>	<u>Cost</u>	<u>Sug. Retail</u>
160 cu. in.	24 ctn.	.20 ea.	.35 ea.
400 cu. in.	12 ctn.	.45 ea.	.79 ea.

CHARCOAL

Monrad's SACK-O-CHARCOAL, made from hardwood. For indoor and outdoor use. Highly recommended during bulb planting season. Double cellophane bag. Large 12 oz. size.

<u>Packed</u>	<u>Cost</u>	<u>Sug. Retail</u>
24 ctn.	.20 ea.	.35 ea.

FERTIL - POINTS

The easy to use (it's pointed) plant food tablet. Contains everything essential for healthy plant growth . . . plus vitamin B-1. No dissolving, mixing or measuring necessary. Each tablet gives a perfectly blended feed-ing to your plants. Odorless.

	<u>Cost</u>
PACKED: 144 bxs. 10¢ size, 11 lb.	\$ 8.64 (6¢ ea.)
24 " 10¢ " 2 lb.	1.44
100 " 25¢ " 15 lb.	15.00 (15¢ ea.)
12 " 25¢ " 3 lb.	1.80

SUPPLIES - Continued

<u>SWEET PEA COLLECTIONS</u>	<u>Packed</u>	<u>Cost</u>	<u>Sug. Retail</u>
Six newest varieties, in their own individual envelope, packed in large collection envelope.	100 ctn.(12#)	.17 ea.	.29 ea.
Choice of SPENCER and CUTHBERTSON.	50 ctn.(6#)	.17 ea.	.29 ea.

SWEET PEA IN MIXTURE

	<u>Cost</u>	<u>Sug. Retail</u>
One ounce packages of best SPENCER varieties.		
All colors. Packed 50 and 100.	.10 ea.	.20 ea.

BAMBOO LAWN RAKES

The vastly better Bamboo Rake made by "Kimura". Guaranteed to be the finest bamboo rake you have ever sold. Exceptionally lively, tough and long-wearing, made from 5 to 7-year old bamboo stock. Be sure to order the companion SHRUB RAKE, a one-handed rake designed especially for cleaning flower and shrub beds and edges.

	<u>Packed</u>	<u>Per 100</u>
KIMURA LAWN RAKE	100	\$43.00 (145 #)
" " "	25	\$45.00
" SHRUB "	100	\$14.00 (40 #)
" " "	25	\$16.00

PLAS - TIES

The new plastic plant tie. Available in green or silver. Attractive envelope of 72 ties in counter display carton of 24 envelopes. Six display cartons to shipping case. Plas-Ties are 7 inches long. Also in spools of 200 ft., 8 per carton.

	<u>Packed</u>	<u>Cost</u>	<u>Retail</u>
Case (144 Envelopes)		\$30.24(.21 ea)	.35 ea
Display ctn. (24 envelopes)		5.04(.21 ea)	.35 ea
Spool (200 ft)		.81 ea	1.35 ea

BAMBOO STAKES - Dyed Green

	<u>Per 1000</u>	<u>Per 2000</u>
1½ ft. Standard	\$ 3.25	\$ 5.50
2 ft. "	4.25	7.00
2½ ft. "	5.25	9.00
3 ft. "	6.25	12.00
3½ ft. "	9.25	15.50
4 ft. "	11.25	19.00
5 ft. Extra Heavy	18.25	32.00
6 ft. " "	24.25	43.00

SUPPLIES - Continued

WOODEN LABELS

	<u>Packed</u>	<u>Per 1000</u>
COPPER WIRED TREE LABELS, painted	1000 per Box	\$ 3.75
POT LABELS, painted - 4"	1000 per Box	2.95
POT LABELS, painted - 5"	1000 per Box	3.25
POT LABELS, painted - 6"	1000 per Box	3.65
GARDEN LABELS, painted - 8"	500 per Box	8.00
GARDEN LABELS, painted - 10"	500 per Box	9.00
GARDEN LABELS, painted - 12"	500 per Box	13.75

MICHIGAN PEAT

Michigan Peat is 97% organic matter, weed free and contains almost 3% available natural nitrogen.

Michigan Peat is not a sphagnum or moss peat - but a sedge type peat that is decayed vegetation from extensive deposits, centuries old. It is rich brown in color and furnishes the "humus" necessary for greener lawns - stronger root systems - more abundant roses - blooms - flowers - healthier plants and vegetables.

Michigan Peat is an "organic soil builder" and easy to use. No screening and breaking up to do. It is finely textured, uniform and makes gardening a pleasure. It absorbs moisture and releases nitrogen as it decomposes. Michigan Peat combines the benefits of peatmoss, humus and chemical conditioners in one "all purpose" soil builder. It is in a class by itself.

Michigan Peat is now offered for the first time in the Northwest. Five convenient size packages to fit your needs. Three new Michigan Peat Brand products also available. Attractive polyethylene bags for counters.

<u>MICHIGAN PEAT</u>	<u>100#</u>	<u>50#</u>	<u>25#</u>	<u>Peck</u> <u>10 in carton</u>	<u>1/2 Peck</u> <u>20 in carton</u>	<u>MICHIGAN PEAT</u> <u>BRAND PRODUCTS</u>
Sug. Retail	\$4.99	\$2.89	\$1.99	\$1.00	.65	<u>African Violet Soil</u>
Dealer Cost	3.50	1.93	1.33	.67	.43	<u>Potting Soil</u>
						<u>Rose Soil</u>
Note: Write for special prices on 5 ton and carload (30 ton) quantities.						(1/2 Peck 20 in ctn.) Ret. 65¢ Cost 43¢

TERMS

TERMS: 30 Days Net. 10 Days Less 2%. F.O.B. Seattle, Wash. Prices subject to change without notice. New accounts -- cash with order or satisfactory credit reference. 250 bulbs at the 1000 price.

We give no warranty, express or implied, as to purity, description, quality, productiveness or any other matter of any seeds, bulbs or plants we send out and will not be in any way responsible for the crop, when mentioned. Purity and germination tests are for information only and without guarantee.

This Price List Cancels all Previous Lists and Quotations.

plas-ties

WATERPROOF • STRONG • EASY TO USE • RE-USABLE TOO!

THE NEW PLASTIC PLANT TIE



FOR TYING PLANTS

Place around stem and stake. Twist to set the tie. The wire center of Plas-Ties is strong. The gentle grip of plastic covering protects your most tender plants.



FOR FLOWER ARRANGEMENTS

Harmonizing shades of Plas-Ties blend to beautify your creations, support bouquets and keep them more attractive. Really easy to use.



FOR PARTIES ...

CHILDREN'S HANDCRAFT

Safe, easy-to-handle Plas-Ties make ideal fun games for parties. Form them into many funny and interesting shapes, easily. Animals, faces, story scenes, etc. Dandy "mother-saver" when children are kept indoors.

RETAIL PRICE 35¢ PER PACKAGE
CONTAINS 6 DOZEN 7-INCH TIES

COLORS

Beautiful new silver metallic is the standard color.

Other colors available are gold, red, yellow, green, blue and white.

PACKED

- 6 Doz. 7-Inch Ties per Envelope.
- 2 Doz. Envelopes in Counter Display Carton.
- 6 Counter Display Cartons to Standard Shipping Case.

EXCELLENT DEALER PROFIT

See Your Jobber Catalog



*Ties with
a twist*

MANUFACTURED BY
PLAS-TIES COMPANY
SANTA ANA • CALIFORNIA

